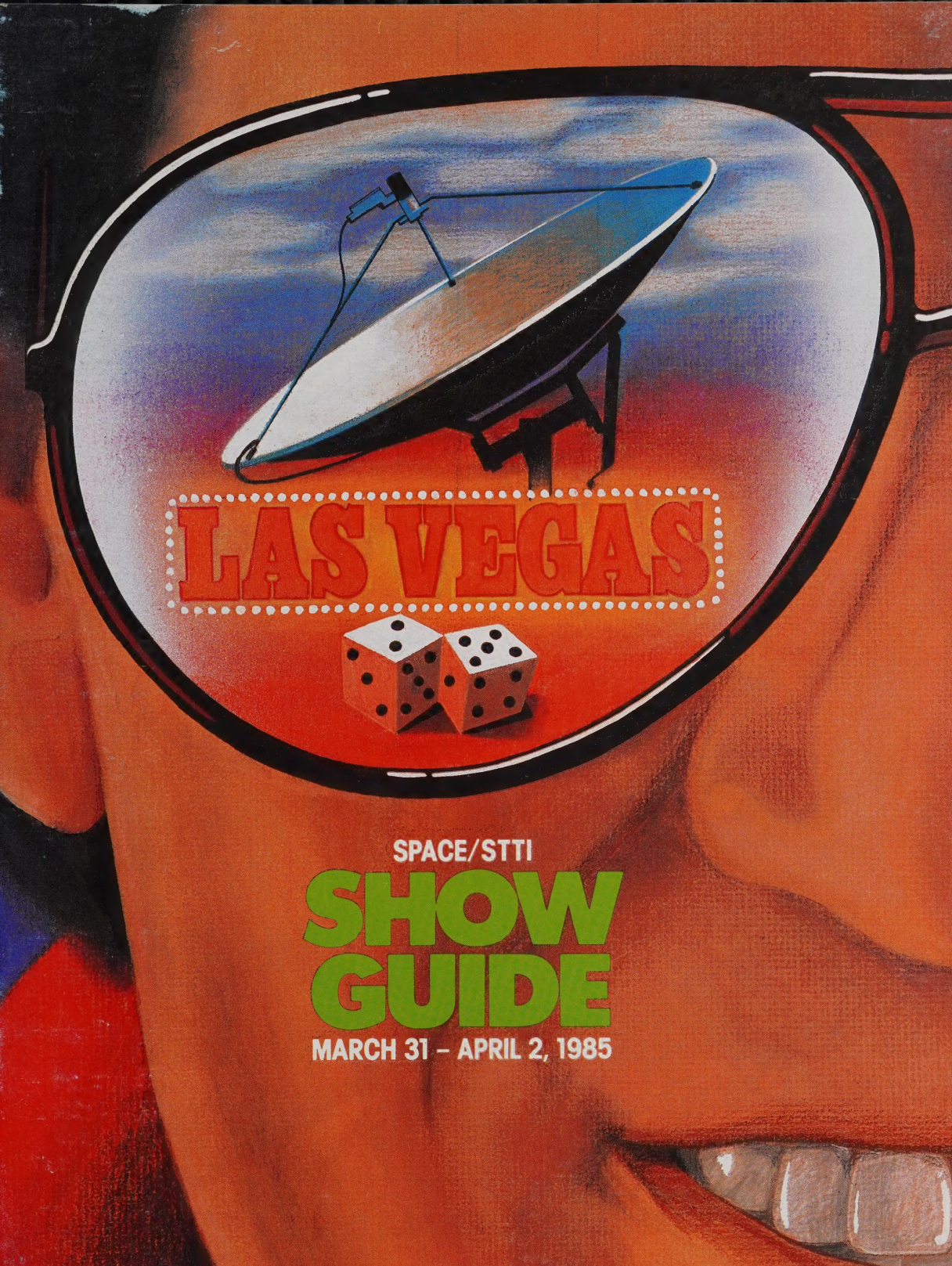

SPACE/STTI

SHOW GUIDE

MARCH 31 – APRIL 2, 1985

SATELLITE RECEIVER

The true test of a product is its ability to provide lasting satisfaction.

Smooth easy operation and uncompromising video quality have led the EARTH TERMINALS receiver to be called the "Mercedes" of home satellite receivers. Even the most discriminating videophiles find it an impressive performer. Here's why.

Unmatched Video Reproduction
Accurate high resolution video ensures lasting value. Specifications alone can't show the vivid differences in video quality. Compare picture quality before you buy.

Automatic Fine Tuning
High performance AFC provides drift-free channel selection automatically. No "fine tuning" required.

Full Remote Control
25 foot remote control allows easy channel selection and volume level adjustment. (Channel selection automatically selects correct feed polarization.)

Convenient Sound Selection
Eliminates the need to manually select the audio in most cases. System uses fixed (6.8 MHz) and variable (5.5 to 8.5 MHz) audio modules and automatically selects audio subcarriers.

Full Function Metering
Continuous monitoring of Signal Strength (dB) and Center Tuning (MHz). Allows accurate check of system performance (CNR) without additional equipment..

Versatile
Dual conversion circuitry and a remotable downconverter permit multiple receiver systems with a single antenna. (Less sophisticated single conversion receivers require costly interference isolaters.)

For more details about our products give us a call or write.

EARTH TERMINALS™

EARTH TERMINALS
Department 120
One Microwave Plaza
Cincinnati, Ohio 45242-9502
513-489-6200

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Can you hold your breath until March 31st?

On March 31, 1985, at the STTI/SPACE Show in Las Vegas, Uniden® will unveil the most advanced, most complete line of receivers in the history of the industry. And that's far from all.

We'll also be introducing a new line of antenna positioners and state-of-the-art antennas.

From every perspective.

Features. Design. And value. Uniden® has a system to fit the needs of every customer. All with the service and reliability of Uniden® behind them.

So try and hold your breath until you get to Las Vegas. Then stop by booths 715 and 814, and see the 1985 Uniden® line for yourself.

It will take your breath away.

For more information on Uniden® Satellite Television products call 1-800-428-5340 or in Canada 1-800-663-0296.

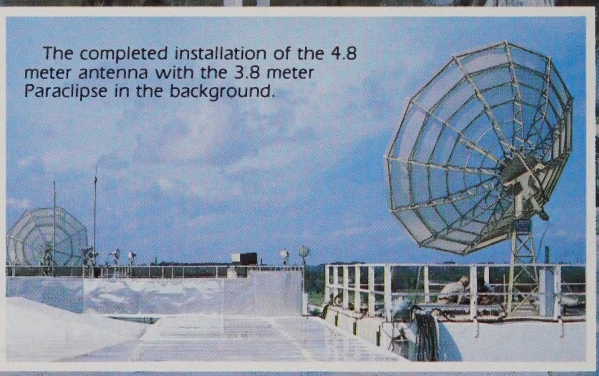
uniden®

Satellite Television Systems

KENNEDY SPACE CENTER

The Paraclipse 4.8 meter satellite antenna was installed atop NASA's Central Instrumentation Facility, at the Kennedy Space Center, November 1983. Shown here during the installation of the mesh.

NASA engineers watch Paradigm chief engineer Frank Casten (plaid shirt) and Paradigm engineer Gene Campbell fine tune the 4.8 meter with a spectrum analyzer.



The completed installation of the 4.8 meter antenna with the 3.8 meter Paraclipse in the background.

Mark Fator photographer

Paraclipse

HIGH PERFORMANCE SATELLITE TELEVISION SYSTEM

Paradigm Manufacturing, Inc.
3711 Meadowview Drive
Redding, California 96002
(916) 244-9300 (916) 365-9131

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SPACE/STTI Las Vegas Show Guide

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THE 1st MINIATURE SATELLITE ANTENNA IS NOW AVAILABLE:

Consider using it in your customer awareness programs. The miniature model is an eye catching and pleasant reminder of the values of earth station ownership.

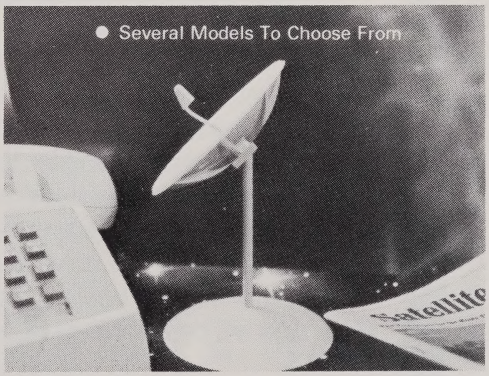
Any dealer, distributer, or manufacturer of TVRO's can have their company's name and/or logo imprinted on the model.

Manufacturers of earth stations can integrate SPACE CRAFTS' model into a Point of Purchase kit or have available for use in cooperative advertising programs.

Distributers can supply models to their dealers.

Dealers can use them as store displays or even give them away to prospective customers!

The model Satellite Antenna is a simple, attractive way to stimulate the imagination of your marketing people and your customers. It is durable, flexible, and fundamental.



How could it fit into your sales program?

See us at The STTI Show - Booth 1303 - March 31 - April 3, 1985
or Contact

SPACE CRAFTS™ Inc.

Suite 202, 4270 Main St., Bridgeport, CT 06606 203-372-8810

Rick Schneringer
President, STTI

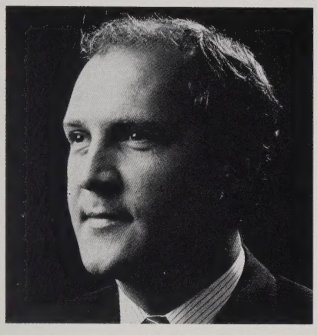
Welcome to the SPACE/STTI Las Vegas Show '85

STTI welcomes you to the first satellite TV trade show of 1985, and we do expect this to be the largest show the satellite TV industry has seen.

The growth of the satellite TVRO industry is, even in today's terms, phenomenal! And this show will welcome visitors from all over the world who will witness the progress this industry has made in just a few short years. There will be a capacity of over 600 exhibit booths featuring the most up-to-date technology in satellite TVRO and previewing all of the companies' new 1985 products. In addition to the inside exhibit booths, we've opened up an outside exhibit area and have space for over 250 operating antennas in the outdoor antenna area.

We look forward to seeing you and guarantee that the next three days will be rewarding and worthwhile.

Rick Schneringer



Charles (Bud) Ross
President, SPACE

SPACE is pleased to welcome you to the second SPACE/STTI Show and the first show of 1985, a year that promises to be explosive with growth for the satellite TVRO industry.

This industry has come a long way, and now with the clarification of the legality of satellite earth stations in the Cable Telecommunications Act, this industry is well on its way to becoming the telecommunications medium of the future.

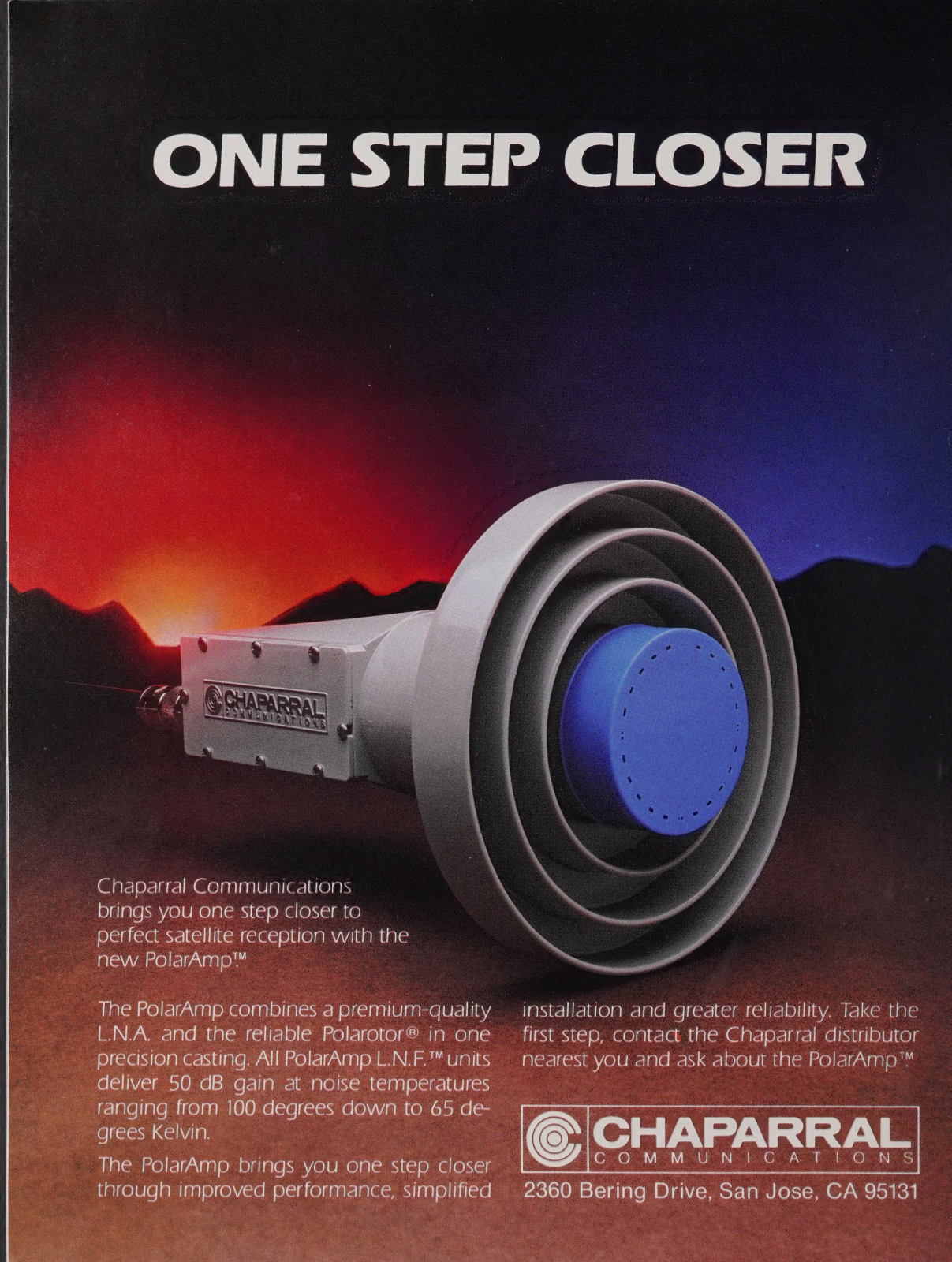
We still have emerging battles to fight on the local and national level, and we encourage you to attend the legislative workshops to learn how you can participate in the legislative process and keep this industry free from unnecessary regulations.

There are technical and informational seminars scheduled during the convention that will give you updated information on the future direction of this industry from all aspects. And don't forget to reserve a seat at the industry Banquet Monday night. This is guaranteed to be a blockbuster evening of presentations and entertainment you will surely not want to miss.

Las Vegas and the beautiful MGM Grand Hotel is the perfect setting for this important industry show and we know you'll be glad you came. Along with STTI, we hope to make this the most important TVRO show the industry has seen.

Charles (Bud) Ross

ONE STEP CLOSER



Chaparral Communications brings you one step closer to perfect satellite reception with the new PolarAmp™.

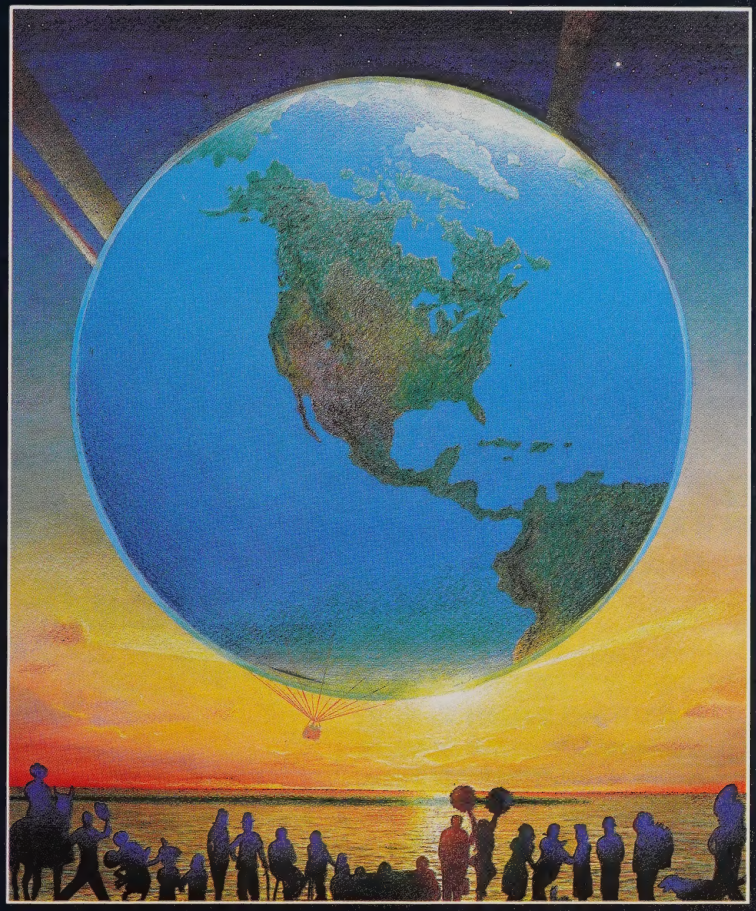
The PolarAmp combines a premium-quality L.N.A. and the reliable Polarotor® in one precision casting. All PolarAmp L.N.F.™ units deliver 50 dB gain at noise temperatures ranging from 100 degrees down to 65 degrees Kelvin.

The PolarAmp brings you one step closer through improved performance, simplified installation and greater reliability. Take the first step, contact the Chaparral distributor nearest you and ask about the PolarAmp™.

CHAPARRAL
COMMUNICATIONS

2360 Bering Drive, San Jose, CA 95131

We Bring You the World™



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video programming log for satellite television.
Satellite TV Week gets it straight —
bringing information to
industry, dealers and viewers.

Satellite TV Week®

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707-725-2476

Here's what more of the industry's leading decision-makers are continuing to say about Home Satellite Marketing.

TESTIMONIALS DON'T COME EASY—YOU HAVE TO EARN THEM. From our premiere September issue we've delivered on our promise—Lively, Challenging Opinions and Facts on Merchandising, Marketing and Selling. Editorially right on target and visually innovative. An exciting package—already a trendsetter for the industry.

"I am glad there is finally a publication that appeals to all aspects of the home satellite industry. In discussing various publications with our dealers, your magazine surfaces at the top of their reading list. . . I can personally say that I place your magazine at the top of my reading list."
Steven L. Rieser, President
Satellite Television Systems South, Inc.

"My compliments to your entire organization. HOME SATELLITE MARKETING looks to be a very professionally laid out and newsworthy magazine. . . You have an excellent publication. Keep up the good work."
Mark Sheldon, Marketing Manager
Chapparal Communications

"With so many publications flooding the satellite/TVRO industry, it's refreshing to read and learn from HOME SATELLITE MARKETING magazine. Marketing plays such a vital role in a successful business that I urge all dealers, distributors and manufacturers to subscribe."
Jim Clark, Sales Manager
Conifer Corporation

"It's probably the most professionally put together publication in the industry. By far I get the most responses back from ads in HOME SATELLITE MARKETING—dealer leads and so forth."
Jerry Dubiel, President
Delta Satellite

"You've got the magazine for the industry with all the future marketing concepts now. Your merchandising package, audit and other services are just what is needed in our industry."
Richard Anderson, General Manager
United Satellite Systems

"HOME SATELLITE MARKETING is very well done. . . The artwork and editorial are good. . . We've gotten some of our best recent advertising responses from your book. . . We're looking forward to your continuing support."
Mike Manning, Director of Marketing
Satellite Technology Services

"HOME SATELLITE MAKETING is distinguishing itself with top quality articles on subjects dealers want to know about. Your coverage of important current issues is a great service to the industry."
Ralph Warren, Vice President
Warren Supply

"The precise and professional approach by HOME SATELLITE MARKETING is exactly what we need right now in the satellite television industry. I see HSM playing a major role in educating and informing the dealers, which is of paramount importance to the manufacturers and distributors."
Mark Forrest, Marketing Coordinator
Echosphere Corporation

"HOME SATELLITE MARKETING offers a very professional, refreshing look at the industry and new TVRO products. I appreciate your truly objective reporting style."
Stan E. Leaf, President
SRC Industries

"A quality publication focused on the marketing of consumer satellite products will certainly be useful in our dynamic business. Congratulations on your strong start. Continue your high journalistic standards and objective reporting, and you've got a winner."
Jerry Moore, Director, Consumer & Commercial Satellite Products
Gould Electronics/Dexcel Division

"HOME SATELLITE MARKETING is a very professional, well put together magazine that no dealer in the satellite industry should go without reading."
Bob Dushane, Executive Vice President
Janeil Corporation

"Congratulations on a great new magazine. As the satellite industry matures into a true consumer electronics market, it is refreshing to see a publication in place ready to serve the retailers of tomorrow."
Joel Leipzig, President
Hytek Amplifier

HOME SATELLITE MARKETING

The Information Source for the Home Satellite Industry

(212) 686-7744: JEFFREY ZINK—publisher, POWELL SCOTT 345 Park Avenue South, New York, NY 10010
(213) 383-5800: THERESA VELLA 3550 Wilshire Boulevard, Los Angeles, CA 90010

General Information

Registration

Convention Registration will be located in the Convention Center Lobby and will take place during the following hours:

Saturday 10:00 a.m.-7:30 p.m.
Sunday 7:00 a.m.-6:00 p.m.
Monday 7:00 a.m.-6:00 p.m.
Tuesday 7:00 a.m.-3:00 p.m.

Banquet Tickets

The Banquet featuring the MGM Show "Jubilee" and guest speakers will take place Monday evening April 1 at 5:30 p.m. Tickets are $50.00 each and can be purchased at the SPACE Desk. Seating is limited so be sure to purchase your tickets early.

Badges

Conference badges must be shown for all meetings during the Convention. Security will check badges at entrances to all meetings, seminars and special events.

Speakers Check-In

All speakers and moderators are requested to report to the Convention Registration Desk located at the Convention Center Lobby on their arrival at the Convention.

Transportation

Charter Bus Services

Gray Line Tours
1550 South Industrial Rd. 384-1234

Trailways, Inc.
217 North Fourth St. 385-1141

Westside Charter Services
120 West McWilliams 385-5949

Airlines

American Airlines	739-5273
Braniff Airlines	739-5367
Delta Airlines	646-1393
Eastern Airlines	739-5744
Frontier Airlines	739-5458
Northwest Orient Airlines	731-0083
Ozark Airlines	739-5102
Pacific Southwest Airlines	781-2030
Republic Airlines	739-5493
Sunworld Int'l Airlines	798-0088
Trans World Airlines	739-5333
United Airlines	739-5664
Western Airlines	739-5567

Smoking

As a courtesy to non-smoking Conference attendees, we request that individuals refrain from smoking while in Seminar Rooms.

Taxicabs

A-North Las Vegas Cab
5010 South Valley View Blvd. 643-1041

ABC Union Cab Company
5010 South Valley View Blvd. 736-8444

Blue Cab
1910 Industrial Road 384-6111

Checker Cab Company
90 West Oakey Boulevard 382-1234

Henderson Taxi
1910 Industrial Road 384-2322

Star Cab Company
1405 South Commerce Street 386-5815

Western Cab Company
826 South Main Street 386-9378

Commerical Photographers

Allen Photographers, Inc.
3141 Industrial Road 735-2222

Ambiant Photo Studio
2570 E. Tropicana #10 454-3057

Creative Custom Lab
3507 Maryland Parkway 796-6225

Films Developed in 60 Minutes
3025 Las Vegas Blvd., South 369-8822

Limousine Services

Lucky 7 Luxury Limousine
McCarran International Airport 739-8497 or 6177

Silver State Limousine Service
McCarran International Airport 736-4428

Bulk Transportation Services

All American Van & Storage
3266 Palm Parkway 457-0261

D & N Delivery Corporation
McCarran International Airport 739-5472

Convention Highlights

SPACE DEALER CERTIFICATION PROGRAM

The Dealer Certification Program has been very favorably received by the dealers of the satellite earth station industry. As was the case at Nashville, the Dallas classes were strongly attended by dealers from all over the country. SPACE is now offering three certification classes at the March 1985 SPACE/STTI Show in Las Vegas. One class, *Receiver Design and Technology*, will be repeated from the Dallas Show; the other two classes, *Troubleshooting the TVRO System*, and *Zoning, Legal and Legislation* will be offered for the first time.

The Dealer Certification Program is an educational opportunity for individuals to gain expertise in technical areas which would qualify them as knowledgeable dealers of earth station equipment. The intention of the program is to provide detailed information on various aspects of earth station equipment with which every qualified dealer should be familiar.

The Dealer Certification Program has been structured in such a way that a dealer must complete and pass seven courses from the program in order to attain certification. Each course will consist of an oral presentation by an instructor, a written test, and a final examination to assess the knowledge you have gained from the course. After successfully passing examinations from the five required courses and two electives, SPACE will present you with a diploma and certifying that you have completed the Dealer Certification Program.

The program will offer the following ten courses. The five courses which are *required* for certification are marked with an asterisk (*):

*1. Satellite Antennas for TVRO
*2. TVRO Antenna Installations
*3. Receiver Design and Technology
4. Terrestrial Interference
*5. Troubleshooting the TVRO System
6. How to Sell the TVRO System
7. How to Start and Run a Small Business for Profit
8. TVRO Financing and Repair Contracts or Insurance
*9. Zoning, Legal and Legislation
10. The Satellite System

Three courses, all of which are *required*, will be offered at this SPACE/STTI Las Vegas '85 Show:

1. **Receiver Design and Technology** will be taught by Bob Pizzi of Amplica, on Sunday, March 31, 1985, from 1:00 p.m.-5:00 p.m. The primary topic of this class is a point by point discussion on how a 4 gHz satellite receiver works. Major points covered are: I.F. bandwidth and how it affects receiver threshold, and types of demodulators used and their value. A complete discussion is included on low noise amplifier integration into the receiver and how the combination can affect video quality.
2. **Troubleshooting the TVRO System** will be taught by Brent Gale of Echosphere, on Monday, April 1, 1985, from 9:00 a.m.-1:00 p.m. The purpose of this course is to amass and dispense the collective knowledge of installers with over 1000 installations to their credit. Topics to be covered include new and old TVRO system troubleshooting, down to the individual component level. The different kinds of test equipment that can be of use to the TVRO system installer will also be covered. The primary goal is to prevent the new dealer from reinventing the wheel.
3. **Zoning, Legal, and Legislation** will be taught by Robyn Nietert of Brown and Finn, on Tuesday, April 2, 1985, from 9:00 a.m.-1:00 p.m. Topics to be covered are local zoning issues and how you, the dealer, can deal with the zoning commission. Time will be spent covering all the current and proposed laws, and how they will affect your dealership. Other major points that will be discussed include how to keep your customers legal, how to deal with local cable companies, how to deal with local building rules and permits, and how to use the organization SPACE to your advantage.

You may register for the Dealer Certification Courses at the SPACE desk during Convention Registration hours.

REMEMBER. . . Classes are limited to 200 participants. So register early!!!

Spring 1985 Gala Dinner Banquet

The elegant Ziefeld Showroom of the MGM Grand Hotel will host the first 1985 earth station industry Banquet, which will take place Monday evening, April 1st beginning at 5:30 p.m.

Festivities for the evening include dinner, special guest speakers covering areas of importance to the industry, presentations, and topping it off with Jubilee, the MGM's resident musical extravaganza. This show has been hailed as "the show of the decade" and features the sinking of the Titanic, World War I vintage bi-planes dog fighting overhead, and Sampson pulling down the temple walls, all on the Jubilee Showroom Stage.

Don't miss this earth station industry event and gala evening of entertainment. The Ziegfeld Room can only seat 950 persons so tickets will go fast! Tickets are on sale now and may be purchased at $50.00 per person at the SPACE desk. Tables may also be reserved in groups of 4, 6, 8 or 10. Please note—Banquet tickets are not refundable.

PERFORATED SPUN REFLECTORS

Delta Techniques is a master distributor for AMS who has been manufacturing microwave and satellite spun reflectors for 25 years. Satellite reflectors are available in sizes 6 ft. thru 12 ft.

The spun process starts with sheet aluminum, trimmed to size, holes punched for the tri-pod, and for mounting. The sheet is secured to a lathe fitted with a steel mold and then spun. The labor costs are small compared to the cost of aluminum; C.N.C. equipment, therefore, offers no viewable advantage.

SPUN REFLECTORS BY THEIR VERY NATURE OF MANUFACTURE HAVE SEVERAL ADVANTAGES.

A. Shape formation by spinning alters the grain structure relieving internal stresses. Thus the reflector holds its shape with age.

B. A spun reflector being in its final shape is checked at the factory to establish its near perfect parabolic configuration.

C. This is in contrast to reflectors shipped in panels which are not assembled prior to leaving the factory. Their performance depends on proper site assembly.

D. Spun dishes have a higher efficiency because the responsibility of design, construction, quality control and assembly is sole sourced to the manufacture and not shared with the installer.

E. A spun dish requires very little back support. In contrast a wire mesh reflector is fragile; it is, therefore, judged on its super-structual support. This support can be a serious "stress" problem as it ages.

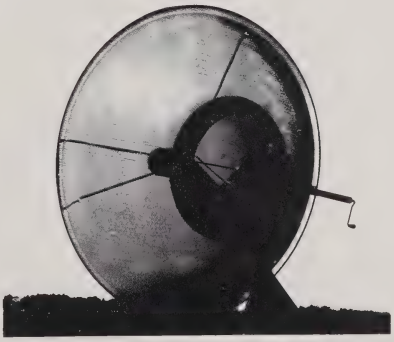
F. Unlike the polyester resins in fiberglass reflectors, spun aluminum is not affected by the sun or other hostile environments.

G. A spun reflector offers higher efficiency, almost no shape distortion with age, and less wind resistance because a smaller dish can be used. Finally, the lower cost of installation is a monetary plus.

POLAR MOUNT Mark II

FEATURES:

A. Material; steel
B. Cap is secured to ground post with 6 set screws.
C. Pivot tube 3" x 5" (square) secured to post cap with a ¾" hex bolt and 4 set screws.
D. Turnbuckle permits fine tuning of latitude but is not load bearing.
E. Declination is fixed to customer area latitude to within .02° roughly 10 times better than field settable arrangements.
F. 48" steel spun dish support uses 12 threaded inserts to reduce assembly time to polar mount.
G. Ground post 4½" O.D.
H. ASSEMBLY IS AS FOLLOWS:
    1. Polar mount is assembled and placed on the ground post.
    2. Dish is bolted to spun back and tri-pod.
    3. Dish is now placed on polar mount.



CUMBERLAND, MD 21502
(301) 729-6400

delta techniques

LATROBE, PA 15650
(412) 539-4100

Las Vegas Show Agenda

SUNDAY, MARCH 31

7:00 a.m.-6:00 p.m. **Registration Desk Open**

9:30 a.m. **Opening Ceremonies**
Mike L. Gustafson, Technical Editor for STV Magazine

State of the Industry address:
H. Taylor Howard, Research Dierector, Chaparral Communications
Metro V Room

10:00 a.m. **Tandy/Radio Shack and Satellite Television**
Robert B. Miller, Vice President Merchandising Consumer Products for Radio Shack, a Division of Tandy Corporation
Metro V Room

11:00 a.m. **A Rural Electric Cooperative Manager Speaks Out On Why "The Future Belongs To Those Who See Beyond Today"**
Robert Williams, Executive Vice President and General Manager of Pee Dee Electric Cooperative, Darlington, South Carolina
Metro V Room

12:00 p.m. **Lunch Break**

1:00 p.m.-5:00 p.m. **Dealer Certification Course #1**
Receiver Design and Technology
Robert Pizzi, Amplica, Inc.
Metro II Room

1:00 p.m. **Starting and Running A TVRO Dealership for Profit**
Robert Bendorf, Vice President and Technical Director, Signal Sources of Cambell, CA
Metro V Room

2:00 p.m. **Industry Standards, What Does It Mean?**
Panel:
Industry Standards Committee Chairman, Guy Davis, Pentec/MTI
Metro V Room

3:00 p.m. **How To Best Increase Your Retail Sales**
Jim Autry, President of Sales Communicators West and Marketing Director of Alpine Microwave, Grand Junction, Colorado
Metro V Room

4:00 p.m. **Satellite Power Levels Measured Across the U.S.**
Mike L. Gustafson, Technical Editor for STV Magazine, San Jose, California
Metro V Room

MONDAY, APRIL 1

9:00 a.m.-1:00 p.m. **Dealer Certification Course #2**
Troubleshooting The TVRO System
Brent Gale, Senior Technical Advisor for Echosphere Corp., Englewood, CO
Metro VI Room

9:00 a.m. **From Brazilsat to Morelos—New Opportunities in the International TVRO Marketplace**
Mark Long, Technical Editor for Satellite Orbit Magazine and author of "The Satellite World Almanac."
Metro III Room

9:30 a.m. **Trouble Shooting and Technology Update for Antenna Motor Drive Systems**
Peter Kent, President of Kent Research Corporation
Metro II Room

10:00 a.m. **Satellite Marketing Tips and Techniques**
Mark Sheldon, Marketing Manager for Chaparral Communications
Metro III Room

10:30 a.m. **How To Select The Distributor For You**
Jerry Flatt, President of Nevada Satellite, Las Vegas, Nevada
Metro II Room

11:00 a.m. **Audio Subcarriers, What's There and How To Use Them**
John Sullivan, President of J.J.S. Manufacturing and Marketing
Charlie Wood, President of Audionetics Inc.
Kristopher Schatz, R. F. Design Engineer, C-COR Electronics Inc.
Metro III Room

11:30 a.m. **Advertising—Do You Know What You Are Selling?**
Roger Stover, Vice President of Sales and Marketing for Coit Communications, Redwood City, California
Metro II Room

12:00 p.m. **Lunch Break**

12:00 p.m. **Pioneer Honorary Luncheon**
By invitation only
Metro IV Room

1:00 p.m. **All of Life Is a Game, Money Is How You Keep Score. How to Sell and Make a Profit**
Pat Porter, Marketing Manager for StarCom, Big Spring Texas
Metro III Room

1:30 p.m. **Terrestrial Interference, Symptoms and Cures**
Bill Johnson, Chief Engineer for Microwave Filter Company
Metro II Room

1:30 p.m. **Descramblers and the Receiver Interface**
Dan Hopson, President of Hopson Electronics Laboratories, Sherman Texas
Metro VI Room

2:00 p.m. **Low Noise Amplifier Technological Developments in the TVRO Industry: Including a Discussion on Non-Isolated LNA's**
Rogert Toft, Vice President of Marketing for California Amplifier, Camarillo, California
Metro III Room

2:30 p.m. **Block Down Conversion Technology, An Examination of Current Systems**
J. R. Walsh and Mark V. Anderson of Anderson Scientific Inc., Rapid City, South Dakota
Metro II Room

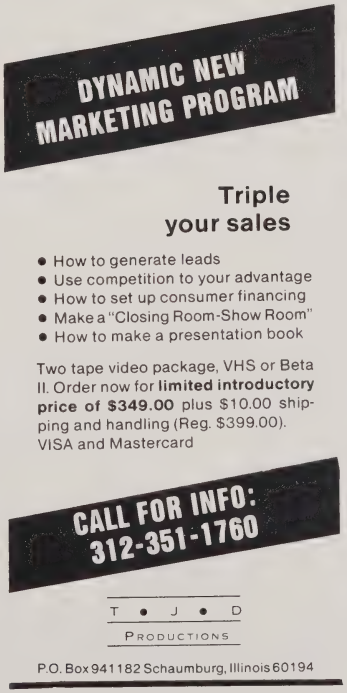
3:30 p.m. **Ku-Band Video Technology and System Update**
Mike Render, Product Manager, Satellite Communications for Lowrance Electronics, Tulsa, Oklahoma
Metro II Room

4:00 p.m. **Dealer Scrambling Rally**
Metro III Room

5:30 p.m. **Convention Banquet**
Cocktails, Dinner, Speakers, and The MGM Grand Jubilee Show
Ziegfeld Showroom

TUESDAY, APRIL 2

9:00 a.m.-1:00 p.m. **Dealer Certification Course #3**
Zoning, Legal and Legislation
Robyn Nietert, Brown and Finn, Counsel to SPACE, Washington, D.C.
Metro II Room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• Make a "Closing Room-Show Room"
• How to make a presentation book
Two tape video package, VHS or Beta II. Order now for limited introductory price of $349.00 plus $10.00 shipping and handling (Reg. $399.00). VISA and Mastercard
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Exhibitor's Guide

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(404) 253-7896
Billy Perkins
Booth #1516

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Complete systems
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Dodge City, KS 67801
(316) 227-2181
Barbara Berry
Booth #1523

A S A P
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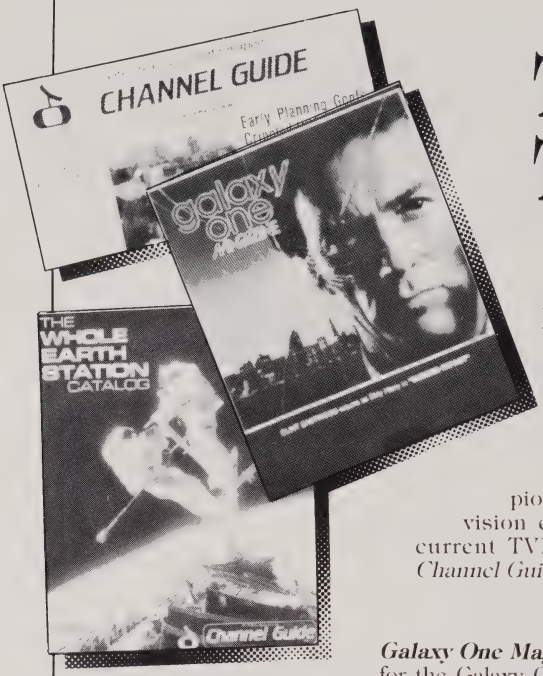

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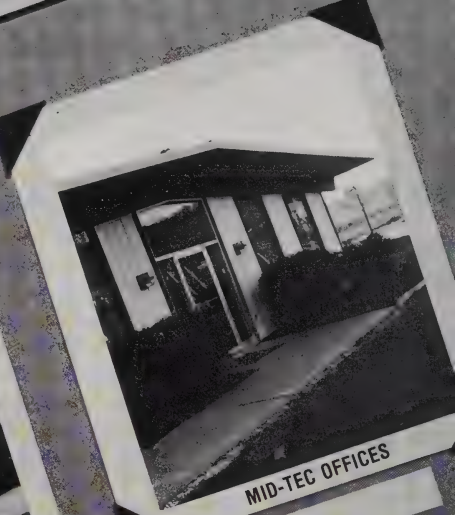

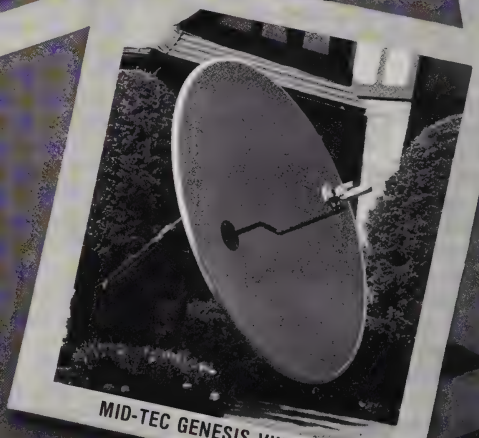

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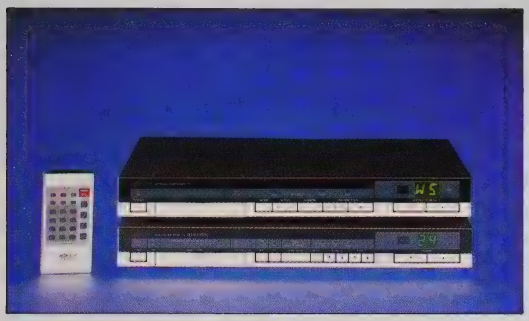

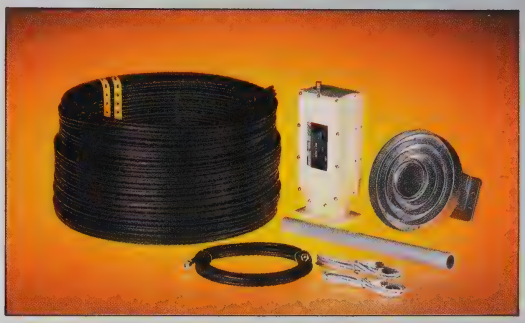

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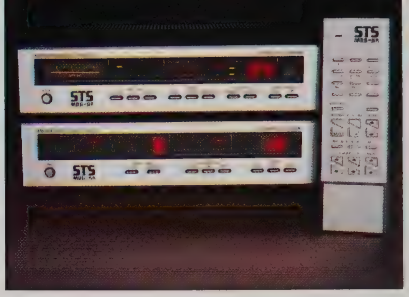

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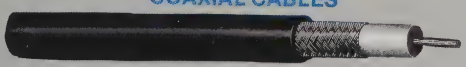

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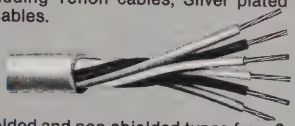

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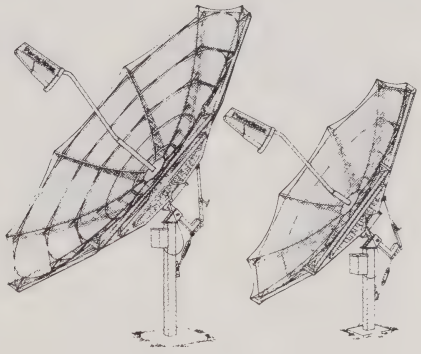

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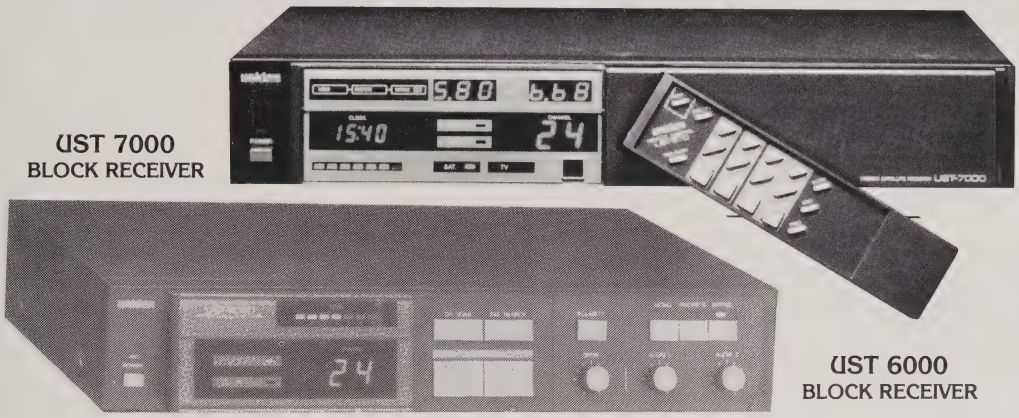

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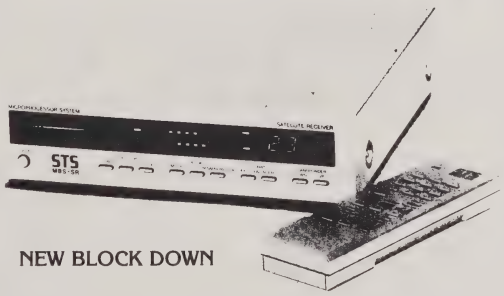

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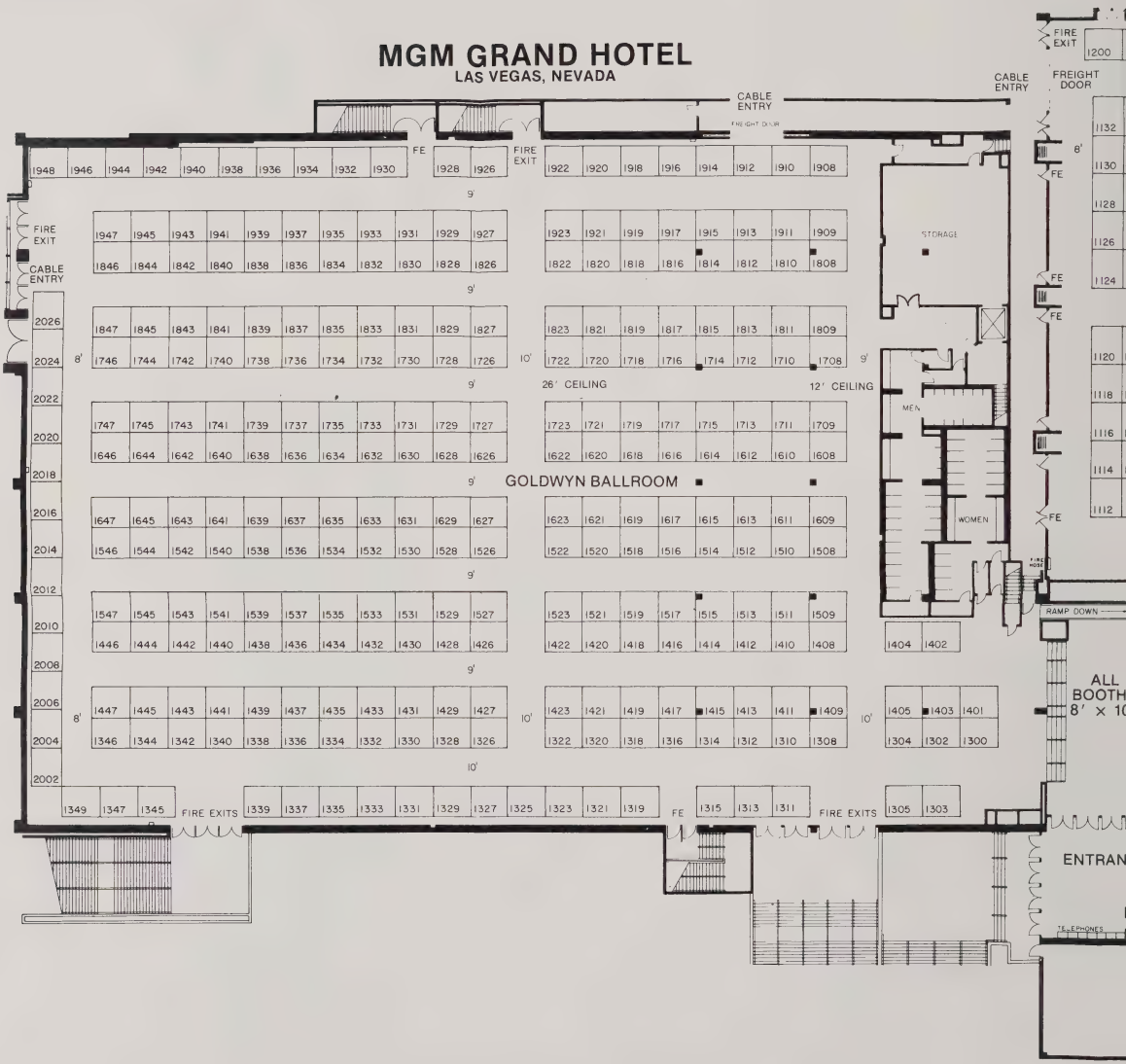

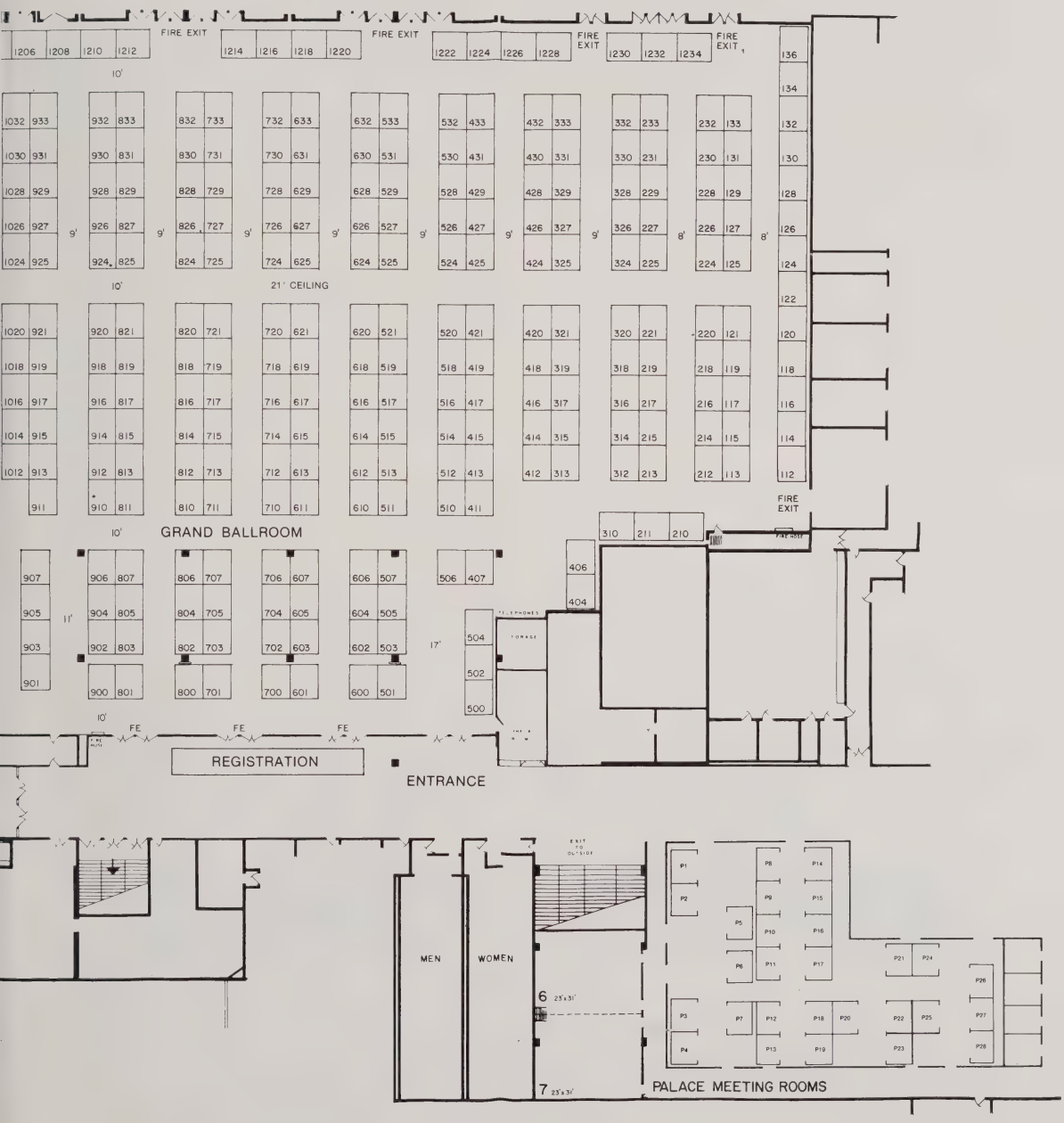
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Highlights of Las Vegas

"The Strip"

Las Vegas is called the "Entertainment Capital of the World" and when landing in this desert city at night the truth of that statement is unquestionable. The name Las Vegas immediately brings to mind glittering casinos, dazzling nightclubs and famous hotels. There are over 200 hotels and motels located within a four mile radius, and no other city can boast accommodations of up to 53,000 guest rooms within such a small area. "The Strip" is world renown for its gambling casinos, nightclubs and a variety of entertainment which makes this city sparkle 24-hours a day. There is no other city in the world like it, and tourists flock here from around the world to enjoy not only the night life but the ideal dry desert climate as well.

Las Vegas is the perfect site for combining business and pleasure, providing you have the stamina to partake of all the activities that the city has to offer. Top stars of screen, stage and television entertain nightly in Las Vegas, along with some of the most lavish music and theatre productions ever presented on American or European stages. Here you can be treated to a dazzling variety of entertainment in the elegant theatre restaurants of the famed "strip" hotels, on the stages of the colorful casino clubs and in lively hotel theatre bars where the words "closing time" are never heard.

The southern Nevada climate graces the city of Las Vegas with sunshine and dry weather almost 350 days of the year. Every hotel offers outdoor swimming pools, sunning areas and tennis for those who would rather spend the day relaxing rather than touring the exhibit hall.

You will want to take advantage of a Las Vegas show or two while you are in Las Vegas. Almost all of the hotel showrooms offer two performances nightly and all shows require reservations which can be made from your hotel. The management recommends that you arrive at the show one hour before show time as seating is always a premium.

Hoover Dam and Lake Mead

Of course, gambling and night clubs are not the only tourist attractions in Las Vegas. Just a few miles from the strip are other world-famous visitor attractions. One of the engineering wonders of the world, Hoover Dam, rises high above beautiful Lake Meade and is located less than an hour away from Las Vegas. Hoover Dam is, without precedent, the greatest dam constructed in its day. Rising 726 feet above bedrock, Hoover is still the Western Hemisphere's highest concrete dam. It is 660 feet thick at its base, 45 feet thick at its crest and stretches 1,244 feet across Black Canyon. Hoover Dam was constructed to control and regulate the lower Colorado River, which annually flowed through parts of the sates of Arizona and New Mexico, destroying homes, crops and heavily damaging highways in the Spring when the runnoff from the Rocky Mountains caused unharnessed flooding. Construction of the Hoover Dam began in 1931 and since that time the Dam and the All American Canal System have carried water to parched farmlands in California, New Mexico and Arizona.

The construction of Hoover Dam created Lake Meade which is America's largest man-made reservoir. The Lake backs up 110 miles behind the Dam and irrigates 750,000 acres of land in this country as well as 500,000 acres of land in Mexico. The Lake provides water to municipalities such as Los Angeles, San Diego, Phoenix and Tucson. Lake Meade is one of America's most popular recreation areas. With a 12-month dry season, this area attracts more than 5,000,000 visitors each year for swimming, boating, skiing and fishing. Lake Meade also provides sanctuary for many species of water fowl and other types of birds. Guided tours place between 8:30 a.m. and 4:15 p.m. daily. Tours can be arranged through.

Valley of Fire and Old Nevada

A few miles from Lake Meade and within an hour's drive of Las Vegas are the Valley of Fire and Old Nevada. The Valley of Fire is a natural canvas of growing desert color on a landscape thousands of years old. Old Nevada is an historical fort which recreates the colorful past with special tours and restorations of the history of the Old West.

Nevada State Museum

Nevada State Museum and Historical Society facility in Las Vegas offer visitors a number of distinctive views and dimensions of southern Nevada's past. When the museum was constructed in 1982, the building was the largest structure of its kind in Nevada built expressly as a museum. The museum features four major galleries: the Historical Gallery focuses on the history and development of Clark County and Las Vegas; the Anthropological/Archeological Gallery emphasizes prehistoric life and culture in this area; the flora, fauna and geographical characteristics of the region are featured in the Hall of Biological Science. Finally, there is a Changing Gallery which will have a variety of exhibits on topics of both general and Nevada interest. The Historical Society Research Area has a variety of resources for the general patron and the scholar alike. Located on Twin Lakes Drive in Las Vegas, the hours are 8:30 a.m. until 4:30 p.m. Wednesday through Sunday.

Southern Nevada Museum

The Southern Nevada Museum is located in Henderson, Nevada, just a short drive from Las Vegas. Started in 1968, this museum provides a collection of Indian and western artifacts, as well as a chronological history of southern Nevada ranging from fossils, dinosaurs, mining and old time gambling up through World War II and the atomic bomb. Outdoor displays include old-time mining equipment, a Paiute Village, a cactus garden, nature trail and an 1880 ghost town. Admission is $1.00 for adults, $.50 for children and tours are available upon appointment to schools, clubs and organizations. (702) 565-0907.

Mount Charleston

High above the Las Vegas valley is Mount Charleston. Winter months bring snow and excellent skiing to this area, and summer months provide a cool retreat from the desert climate. It is easily within a half-hour's distance from Las Vegas. Mount Charleston also offers horseback riding, hiking and camping.

Other Scenic Attractions

Las Vegas is located in the hub of four western states. It is easy to reach famous scenic areas such as the Grand Canyon, Bryce and Zion National Parks, Glenn Canyon Dam, Lake Powell and Death Valley from Las Vegas. Daily tours are arranged through several of the major hotels in the city. Death Valley is only 135 miles from Las Vegas and is considered to be the lowest point on the American Continent, 280 feet below sea level. The Grand Canyon is 300 miles from Las Vegas or 1½ hours by airplane. There are several ghost towns within easy driving distance of Las Vegas. For instance, Potosi is 25 miles southwest of Las Vegas. Located on an old Spanish trail, this is the state's oldest lode mine. Goodsprings is 35 miles southwest of Las Vegas and was a booming mining town around the turn of the century. El Dorado Canyon is 40 miles southwest of Las Vegas and is located within a narrow rugged canyon. Tours to these areas can be arranged through the following facilities: Grey Line Sight Seeing Association, Inc., 1550 South Industrial Road, 384-1234; LTR Sightseeing Tours, 101 North Mojave Road, 384-1230; Air Nevada, McClarren International Airport, 736-8900; Lake Meade Air, Boulder City, Nevada, 293-1848; Scenic Airlines, 241 East Reno Avenue, 739-1900.

Things To Do

Ethel M Chocolates
Factory Tour/Botanical Garden & Cactus Display
Two Green Valley Business Park
Henderson 89015
458-8864

Imperial Palace Antique Auto Collection
Imperial Palace Hotel
3535 Las Vegas Boulevard, South
Las Vegas 89109
731-3311

Liberace Museum
1775 East Tropicana
10:00 a.m. to 5:00 p.m. daily
Las Vegas, 89109
731-1775

Old Nevada
West Charleston Boulevard (20 miles west)
Open 7 days a week
875-4191

Old Vegas
2440 South Boulder Highway
Open 7 days a week
564-1311

HORSEBACK RIDING

Big Valley Riding Stabes
6291 South Pecos Road
456-9939

Bonnie Springs Ranch
Old Nevada 89004
875-9103

Mt. Charleston Stables
Highway 39/Kyle Canyon
872-5525

MINI RACERS

Co-Carts of Las Vegas
3:30 pm-10:00 pm
3673 Boulder Highway
457-1255

Trans-Am Raceway
3000 Losee Road
642-1255

SKI AREAS

Brainhead/Utah
(801) 586-6778

Lee Canyon Ski Area
Highway 156/Mt. Charleston
872-5462
(Snow Report: 646-3805)

Mt. Holly Ski Resort
Off I-15 Beaver Exit
451-8606

LAKE MEAD TOURS/CRUISES

Callville Bay or Cottonwood Cove Resort & Marina
Forever Resorts
1001 Nevada Hwy./Suite #207
Boulder City 89005
293-1904

Lake Mead Yacht Tours
2200 Patrick Lane/Suite #21
Las Vegas 89119
736-6180

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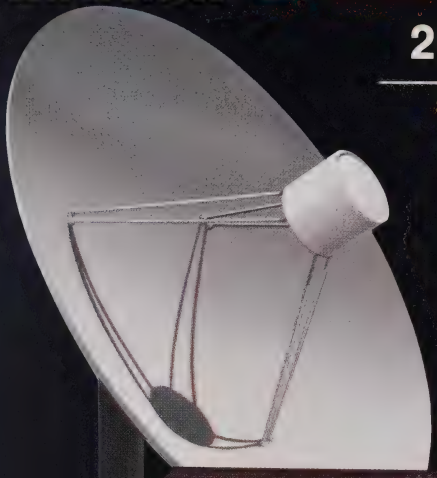

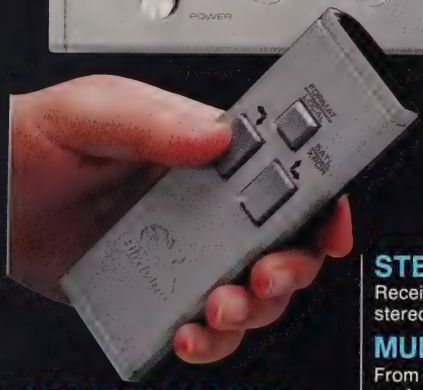

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MANUFACTURER:
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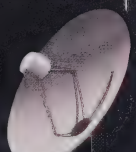
* Installation and options extra.



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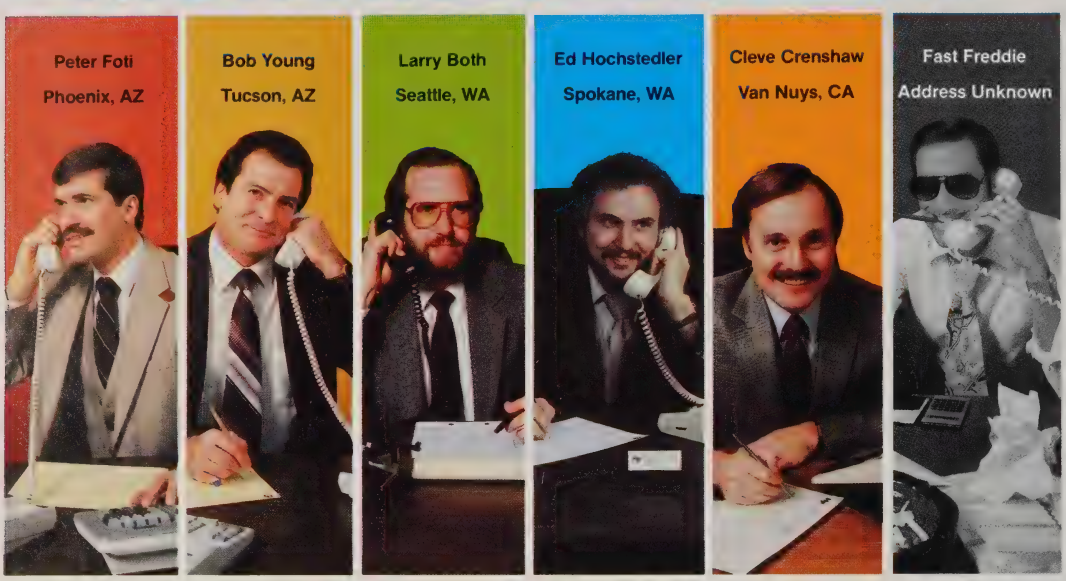
GUESS WHO'S NOT ON THE HIGH FRONTIER TEAM.



High Frontier has a lot to say about service.

Lately, "independent" TVRO distributors have been coming out of the woodwork. Most of them talk about product and price. But when it comes to service, they're at a loss for words. We're not. Fact is, all of our sales professionals were once dealers themselves. They understand your business. They know how to service that business.

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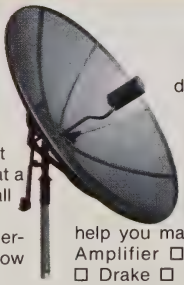

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Tucson
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Tucson, AZ 85713
602/748-9201

High Frontier Distribution Northwest

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Seattle, WA 98188
800/424-4011 (in-state)
206/575-0660

Spokane
11907 East Trent
Spokane, WA 99206
800/626-6644 (out-of-state)
509/922-2010

High Frontier Distribution Southern California

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15746 Arminta Street
Van Nuys, CA 91406
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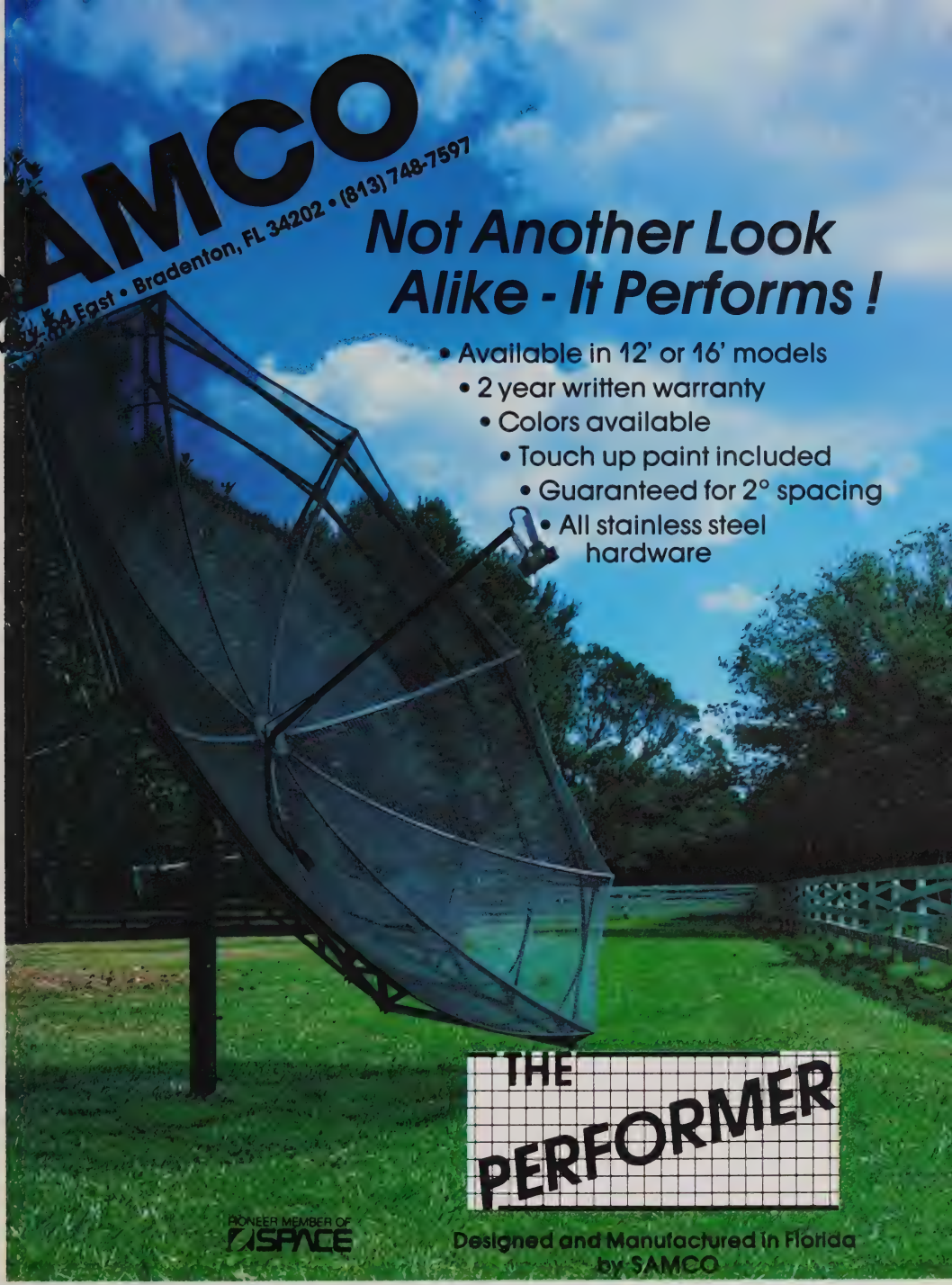
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